

Betts Group chooses Fujitsu and Australian-made software for 120-store merchandising and point-of-sale systems upgrade

Sydney, 20 July, 2004 —

The Betts Group has chosen Fujitsu Australia to supply and support a comprehensive merchandising solution from Retail Directions across its 120-store retail network. The project represents the first success for a new partnership between Fujitsu and Retail Directions that is providing specialty retailers with highly functional and cost-effective technology solutions.

Based in Perth, the Betts Group generates over A\$50 million in annual sales through well-known retail chains that serve major metropolitan and country centres in all states of Australia. Recognised brands under the 100-year-old company's banner include Betts, Betts Kids, Brand Direct and ZU.

Fujitsu is assisting the family-owned footwear, handbags, clothing and accessories retailer to deploy Retail Management System (RMS) software from Retail Directions to support its national sales network from September. RMS is a full-featured sales management platform that enables the Betts Group to manage its retail operations more efficiently, resulting in higher profitability and better prices for customers.

After a competitive tender process, Betts chose the world-class RMS merchandising software suite backed by Fujitsu's global strength and extensive experience in designing and delivering effective retail solutions for the Australian market. Betts has also licensed Retail Directions' Store Management System (SMS) solution for use in its store-front sales terminals, starting in 2005.

The Betts project illustrates the benefits of Fujitsu's partnership with Retail Directions, an innovative Australian software company based in Melbourne.

"Betts is capitalising on Fujitsu's industry-leading capabilities in the retail sector," said Fujitsu Senior Retail Consultant Rod Solomons. "Teaming up with Retail Directions enables Fujitsu to offer specialty retailers cost-effective software solution that provides advanced features comparable to those enjoyed by larger retail chains."

RMS is Retail Directions' flagship merchandising software. It covers all core merchandising requirements and incorporates sophisticated analytical capabilities via SalesCube, a 3D reporting tool that allows Betts merchandising managers to visualise and dissect sales, profit and stock data through an integrated graphical front-end. Fujitsu recently signed a strategic alliance appointing Retail Directions as its prime software partner for specialty retailers. Established in 1993, the Australian company has a strong international client base, including a worldwide relationship with The Body Shop International. Partnering with a global market leader like Fujitsu allows Retail Directions to better address the full scope of technology requirements demanded by Australasia's retailers.

"To meet Betts' requirements, Fujitsu and Retail Directions have worked together to provide a comprehensive service offering." Mr Solomons explained.

"For clients such as Betts Group, the Fujitsu-Retail Directions alliance underpins a whole new level of integrated services that address every aspect of a retailer's needs."

About Fujitsu Australia and New Zealand

Fujitsu is a full-service provider of information technology and communications solutions. Throughout Australia and New Zealand, we partner with our customers to consult, design, build, operate and support business solutions. From strategic consulting to application and infrastructure solutions and services, Fujitsu has earned a reputation as the single supplier of choice for leading corporate and government organisations. Fujitsu Australia Limited is a wholly owned subsidiary of Fujitsu Limited of Japan.

About Fujitsu Limited

Fujitsu is a leading provider of customer-focused IT and communications solutions for the global marketplace. Pace-setting technologies, highly reliable computing and communications platforms and a worldwide corps of systems and services experts uniquely position Fujitsu to deliver comprehensive solutions that open up infinite possibilities for its customers' success. Headquartered in Tokyo, Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.7 trillion yen (US\$45 billion) for the fiscal year ended March 31, 2004.

For more information, please see: www.fujitsu.com


About Retail Directions

Retail Directions supplies retail customers worldwide with software solutions that offer industry-leading head office and point-of-sale management capabilities. Retail Directions' aim is simple: to provide the world's best retail system. Its core products include the Retail Management System (RMS) suite of head office applications and the Store Management System (SMS) for point-of-sale control. All Retail Directions software supports multiple languages, currencies and tax jurisdictions and are best suited to chains with annual turnover in excess of A\$30 million.

For more information, please see: www.retaildirections.com

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